Overeating, Overdrinking and Lack of Exercise Other Reasons for Stoutness.

DIETING CHIEF CURE.

Too Much Plumpness Not Only Inconvenient but Dangerous, Says Dr. Etta Folley.

Marguerite Mooers Marshall. Why do woman got fat? suce they eat too much? se they drink too much. use they exercise too little. scause they are lasy.

is because they are lasy.

Thus declares Dr. Etta Folley of No.

Thus declares Dr. Etta Folley of No.

Warren street, Newark, in an article in the Designer on the "Whys and Wherefores of Obesity."

"Obesity is a condition of abnormal mutrition, in which feeds are stored up as fat in the body instead of being burned up and eliminated in the process of digestion." Dr. Folley says. "The chief cause is taking more food than is necessary. But over-drinking as well as necessary is an important factor. Diminished muscular activity is a condition that favors corpulence. Associated tien that favors corpulence. Associated tion that favors corpulence. Associated with this lack of desire for exercise to a desire for rest and sleep.

"The onset of obesity is almost imperceptible, and the progress is gradual. At first the plump figure is a source of congratulation, but later the condition ful lot.-Boston Transcript. changes. More and more fat is deposited, the neck appears shortened by the double ohin, the abdomen becomes enlarged, and finally the figure is lost in

Completely Furnished

stly carried out. The price of a good figure is eternal vigilance."
"What methods for reducing do you

"I think it is best to combine four methods of treatment, of course under proper professional supervision. Careful attention should be paid to dicting.

ful attention should be paid to dicting bathing, medicine and regular exercise. "However, the diet is most important. "These foods may be allowed: Meat.—All kinds of lean meat, including chicken and game. Meat should not be taken more than once a day, and not more than six cunces of cooked meat a time. meat at a time.

Fish.—Lobsters, oysters, all kinds of

Eggs.—Boft boiled or posoted.

Vegetables — Poss, beans, spinsch, aubage, osuliflower, separagus, celery,

lettuce, radishes, tomatoes.
Farinaceous Foods.—Parinaceous and all starchy foods should be reduced to a minimum. Graham bread or gluten

read may be used, and stale white

bread in small quantities.
Fruits.—Acid fruits, especially lemons and oranges. raw apples, peaches, grapes, cherries and berries. Drinks.-Water (not with meals), one cup of tea or coffee without sugar or milk, alkaline waters.

"But no one who wishes to reduce should eat: Soups, except a few table-spoonfule of clear soup, milk unless skimmed, cream, fried foods, veal, pork, duck, goose, salmon, mackerel, eels, oatmeal, rice, hominy, farinaceous puddings and pastry, macaroni, potatoes, carrots, parsnips, turnips, beets, sugar, candy, cake, nuts, dates, figs, all alcohelle beverages.

Misses'

Baths help immensely in reducing.

THE RIGHT ADJECTIVE. He-Do you know, an awful tot of women chased after me before I was

married. She-They must have been an

She Had Consumption Was Dying; Now Well

She Had Consumption was being and finally the figure is lost in a mass of fat."

MORE OF A PROBLEM FOR WOMEN. And as if that yield word-picture weren't terrifying anough, Dr. Polley adds: "Resides the inconvenience and the imagintiness of obesity, there are more serious qualities, which may remore serious qualities, which may remove and the nearly time and the remore of a problem for all controls and the result is not put in the percentage, and mantal indolesses, is responsible for the condition of most fat women.

"Then, despite our pure food critics, much of the best food in the country comes to New York. Also the cooks and chefs are at the top of their profession, and the result is a wonderful number of appetiting dishes.

"The appetitues of our women are tremendously tempted, and many of them eat a great deal more than is necessary."

"Do you think the use of intoxicating heverages among women adds to the percentage of stout ones?" I asked.

"It as

Men's Handkerchiefs

Best quality Beacon, in wanted colors and neat patterns, trimmed with attin ribbon and finished with loops and girdle. Blue \$2.95

Ribbon Price.

SIMPSON CRAWFORD CO., SIXTR AVENUE'S FOREMOST STORE.

Men's Pure Irish Linen Handkerchiels, done

Women's Irish Linen Initialled Handkerchiefs

10,000 Pictures at 29c Each A Blue Ribbon Day Sensation

N all styles of frames, oval, square; thousands of different subjects. Values to 50c. \$1.25 Etchings, Carbonettes, Sepia Tone Photos, in antique, gilled, and hardwood frames. Sizes 12x26 inches. Blue Ribbon Price. 69c
Pastels in Rich Gold Burnish Frames. Louis XV., Rococo and
Colonial designs. Regularly \$4.49 to \$5.98. Blue Ribbon Price \$3.98

SIMPSON CRAWFORD CO., SIXTH AVENUE'S FOREMOST STORE

\$60 Parlor Suits, \$39.50



Notice that it has upholstered seat and back, very heavy frame, French legs, claw feet; would be \$39.50 considered an excellent value at \$60; special for

And These Remarkable Values in Parlor Suits:



been selected for our holiday patterns. Note that it has very heavy well constructed beautiful mahogany or quartered oak finished frame with adjustable back fitted with green reversible velour cushions; a chair that is actually worth \$18.50; special *10.95 in this Blue Ribbon Sale.....

STORE CLOSED ALL DAY THURSDAY, THANKSGIVING DAY-

Specials in Petticoats What Blue Ribbon Day Offers

\$3.00 Messaline Petticoats. Finest quality messaline silks in all desired colors and black, having deep plaited flounce with attached tucked ruffles. \$1.79

Blue Ribbon Price. \$1.79

We consider this value so unusual that we cannot fill mail orders.

The Famous "Halcyon" Messaline Petticoats

Chinchilla Coats

A Wonderful Special

at \$14.75

MISSES' Chinchilla Coats,— Splendid winter model of high

grade chinchilla; the latest garment

for dress or general utility wear;

handsomely designed in a swagger full length style with high collar, drop

armhole, mousquetaire cuffs and trim-

ming of ornamental buttons. Shades:

navy and gray, in sizes 14 and 16 years,

also adapted to the small women.

Formerly \$23.75; \$14.75

Misses' and Juniors' Winter

Collection of the season's smartest

models in a clever variety of stun-

ning plain tailored and jaunty

trimmed styles. Materials include fine broadcloth, cheviot, diagonal,

serve and mixtures. Sizes 14 to

18 years. Values to \$23.75; Blue \$15.00

Nemo and

J. B. Corsets

At 95c

Perfect fitting; made of strong batiste; low and medium bust, long over abdomen and hips. Strong hose supporters attached; neatly trimmed;

Nemo Corsets, sizes 23 to 26, 29 and

J. B. Corsets, sizes 21 to 26: 95c

E7 Second Ploor.

Ribbon price....

Suits-E7 Third Ploor.

Solid Silver Toilet Sets

10.00 Solid Silver Three Piece Toilet Set E7 Main Floor

Women's 1.50

Long Kimonos

At \$1.00

65c Dressing Sacques

\$3.75 Blanket Robes

Made of heavy fleeced flannel, in a range of pretty colors, in neat pat-terns. Empire model, trimmed with border of plain material. Second Floor.

Of fleece flannel, in assorted colors, belted back, collar and sleeves neatly finished. Blue Ribbon Price. 44c

Floral design, French gray finish and shield for monogram. Extra quality shell comb, brush of finest bristles and a French glass 7.95 bevelled mirror.

SIMPSON CRAWFORD CO., BIXTH AVENUE'S FOREMOST STORE

With label. Those widely advertised Petticoats that have never retailed for less than \$1.50; the new petticoat fabric, with the beauty of silk and greater wearing qualities. Colors black, navy, green and of silk and greater wearing quantities of tucks and attached brown; deep sectional flounce of tucks and attached \$1.00 plaited ruffle. Blue Ribbon Price SIMPSON CRAWFORD CO., SIXTH AVENUE'S FOREMOST STORE

Men's Shirts! \$1.50 Grades, Blue Ribbon 89c

Day, at - - - -The lot includes some of the most famous brands that have been retailed for \$1.50 and more. The materials are fine madras and percales; made in pleated and plain bosom; cuffs attached; in a very good assortment of patterns. Blue 89c

Men's Knitted Neckwear

These are being sold for \$2.50 and \$3.00 in all high grade shops. Will make a most acceptable holiday gift. Blue Ribbon Price. \$1.49 able holiday gift. Blue Ribbon Price. SIMPSON CRAWFORD CO.

"Blue Ribbon" Day to-morrow will be of t giving almost here, with the whole store aire the Christmas season, with thousands alread signally intensifies its own interest. Join th to-morrow. Welcome to Sixth avenue's forer



Women's Hand Bags Special Purchase and Sale of Four Styles \$1.50 For Bags that sell regularly at \$2.50

Up-to-date Bags, made of genuine India Goat Seal, all leather lined, double leather strap handles; from the stylish 8-inch to 10-inch frames; broken and round bottoms; some with fancy silver frames; mostly leather SIMPSON CRAWFORD CO., SIXTH AVENUE'S FOREMOST STORE

75 Pairs Diamond \$2.75 Cuff Buttons . . . Regularly Sold at \$5.00 to \$7.50

Extra heavy, solid gold, with finely cut brilliant diamonds. A sample lot that came to us below cost to make. at came to us below cost to make.

SIMPSON CRAWFORD CO., SIXTH AVENUE'S FOREMOST STORE.

Candies Specials for Thanksgiving Candy Turkeys 8c Cook's Old Homestead Choco lates, assorted, sold elsewhere at 60c and 80c lb. Our special price to-morrow, 1 lb. 40c

EF Stath Ploor. -

Fern Dishes Dinner Table 1000 FILLED FERN DISHES:

For The Thanksgiving Special For Blue Ribbon Day

Winter Dress Goods Blue Ribbon Day Specials ETMain Floor.

54-Inch Mixed Suitings Splendid line of serviceable Fall Suitings. Regularly \$1.00. Blue Ribbon Price.

In all the best shades, for every-day wear. Regularly \$1.25.
Blue Ribbon Price...... 59c

27-Inch Custume Corduroy
This is the wide wale, in all the wanted shades. Regularly \$8 cm. \$1.00. Blue Ribbon Price 58c 50-Inch Domestie Broadcloth

SIMPSON CRAWFORD CO., SIXTH AVENUE'S FOREMOST STORE.

Veils and Beaded Scarfs Blue Ribbon Day Specials

Heavy Chiffon Cloth Veils—Black, white and all the desirable shades, in 2, 21/2 and 3 yard lengths for auto wear or general outdoor use. Regularly 75c and 50c

Women's Emb. Collars Blue Ribbon Day Special of Main Floor.

121/2c Embroidered Linen Collars, in styles that many houses are retailing at 25c. Choice of various styles in high and low effects, in all wanted sizes. Blue Ribbon Price. ... 9c sixth avenue's poremost store

Muslin Underwear

89c Flannelette Night Gowns

84 Smart Dresses For W To-morrow at \$10.7

A Remarkable Blue Ribbon Day Special, for Usually Retail at \$18.50 to \$22.50

65 Women's Man Tailored Suits, the sea- | 125 Women's Smart

son's correct models, are included. Plain tailored or embellished with silk braids, velvet, satin and frogs. The materials are diagonal cheviot, serges and fine broadcloth. All are lined with guaranteed satin. Regularly \$22.50, \$25.00 and \$27.50. Blue Ribbon Price....

Our Showing of Fur Trimmed & Velour Coats is most comprehensive and includes all the smartest new models. Prices \$29.75 to \$125

polo, storm and tour shaped collars. Thes general wear. The blanket cloth, double English mixtures, in t colorings. Coats that \$14.75, \$16.50 and \$1 Ribbon Price

Luxurious Evening
A splendid array of the the newest innovations
—many fur trimmed, at New York's Most Comprehensive Showing of Stunning Tailored

Suits at this price are a specialty with us, and as a result we are able to offer styles are sold elsewhere at \$30 and \$35. Included are replicas of smart foreign modes rect material. All are elegantly man tailored and lined with guaranteed satin...... SIMPSON CRAWFORD CO., SIXTH AVENUE'S FOREMOST STORE.

Women's \$3 Evening Slippers at \$1.98

DULL mat kid Pumps; Beaded; covered Cuban heels; turn sole; appropriate for any occasion; beautifully beaded and a perfect fitter. All sizes; all widths. Becond Floor.

Women's \$ Gloves at 7 WOMEN'S Glace and Sue and celors. Samples of high-class importe

> Men's and Boys' Or sample line. Suitable I riding, sleighing and mote Blue Ribbon Price......



Smart New Hat for the H

We Are in a Position to Show the Cleveres Smartest Trimmed and Untrimmed Hats in MOST stocks are shopworn and tossed; when entering would think we were just starting our season-that Millinery business up to the scratch-always fresh, new goods.

As a Blue Ribbon Day Flyer
Just 150 Dainty New Black Velvet Hats
The small roll brim walking hats, small sailors, draped turbans, etc. All beautifully made over buckram frames and regularly sold at \$4.50. While \$2.48

Beautiful Pure White Napped Beavers In children's shapes and smart hats for women, respectively 348 and 3.98 Splendid Showing of Finest Quality Full N In black and colors, shabby hats, but the land, at

Our Black Velvet Hat Is replenished every de in town, the best shar ities. See what we 3.48 and 3.98 offer at....

The Basement Store Is Ready

Girls' Winter Coats Blue Ribbon Special **\$3.98**



We have made this low price for the purpose of crowding our Misses' and Girls' section in the basement tomorrow, and to give every oustomer a positive value-giving surprise that will make Blue Ribbon Day remembered. Girls' Winter Coats

Well made school coats
for children. Made of
cheviot, serge and storm
chevron, in a variety of
youthful models; the high
buttoned coat, full length
and others flannel lined.
Sizes 6 to 14
years special. years; special. *3.98

Misses' and Juniors' Separate Skirts
Made of fine quality serge or Panama, in
several styles to choose from, in all colors and
good sizes; special for one day only, \$1.49

Odd Lines 75c to 1.00 Gloves Blue Ribbon Day Special

Men's and women's broken lines, not all styles in all sizes, but a good range of styles and sizes in many of the most wanted kinds; some are slightly imperfect; values 75c and \$1.00; at.

Women's Hosiery and Underwear

Blue Ribbon Day Specials

Women's Fast Black Cotton Hose
An exceptional value, good wearing fast black hose, reinforced heels and toes. The regular price is 15c; special at, pair.......

Women's White Cotton Vests
High neck, short sleeves, just the garment for this
season's wear. The regular price, \$50; special for one
day only....

\$1.50 Heatherbloom Petticoats

Women's \$1.25 Creps Kimonos
In red, light blue, pink, gray, lavender and navy blue,
with shirred yoke trimmed with figured sateen border.
(No mail orders filled)......

\$2.50 & \$3.50 Handsome, dressy model desirable colors. Not cach, but every one a bargain. Special at ...

Women's Sweaters-Wo Wool Sweaters. shawl collar effect....

Women's Hand Siz Sheer, duinty st, that are sold regulari

Women's Blue Ribbon D Cuban and low heels,

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15.98 THE STATE OF THE S We Pay Freight and Railroad Fare OCKLET containing CHANDISE TO VOUR HOME Jersey and Connecticut

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We Close Evenings at 6. Saturdays at 10 P. M.

Genuine Bird'seye Maple

is ofttimes misleading to contemplating buyers of Household Furniture. While that may be a great inducement to some, we want you to know that Our Methods and Prices Are a Greater Attraction Completely \$75 4 Completely \$125 5 Completely Furnished

\$18.50 Morris Chair and Cushions, \$10.95 This chair is one of several patterns that have